Role Of Human Resource Management in Women Entrepreneurship

A Synopsis

Submitted in

Partial Fulfillment for the Degree

Of

Doctor of Philosophy

(Management)

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INTRODUCTION

Women entrepreneur are playing the utmost and significant role in today's era in economic development of India. Women entrepreneur are facing number constraints in their work but it has been also observed by many studies that they possess such a caliber to overcome all the obstacles at their own wisdom. In era women entrepreneur are increasing but not at the pace that it should be, as the women entrepreneur rate of increasing is quite low due to lack of proper human resource management. Human resource management is such an essential part of any sector that in its absence the work is not systematic, as we don't require human resource to guide other and manage other employees but it is equally important for one self also to run their own enterprise.

Women entrepreneur requires human resource management to guide supervise and control the staff members working under them. Women entrepreneurs are the best managers but the proper inculcation of human resource management can make their work more effective and efficient.

Human resource strategies are the most significant element for women entrepreneur or for any other business enterprise. Role of women entrepreneur as an HR manager will make their work more crystal clear, unified; they can surely meet their employee satisfaction by fulfilling their expectations. HR management is necessary for the appropriate selection of employees, for creative and innovative thinking, and when they need that their task in the enterprise has to be done with full efficiency by others in that it is quite justified to act as an HR manager, because a good manager can only make their work done from others.

In today's scenario socio- cultural environment, technological environment are changing at a great speed. People taste and preferences are also changing due to all other factors, so to cope up with all the consumption factor of today's consumers it is mandatory to follow HRM strategies. Whatever the size of business is every women entrepreneur has to follow HRM strategies.

Objectives of the study

1- To study the HR strategies used by the women entrepreneur.

2- To study the qualities of Women entrepreneur acting as role of HR manager.

3- To study the basic skills required to perform the role of HR manager.

4- To find out the problems and issues faced by women entrepreneur in using HR strategies.

5- To find out the importance of HR management in women entrepreneurship.

6- To study the impact of HR management in women entrepreneurship

REVIEW OF LITERATURE

Dr. Saroj Gangurde (2006):- According to this research paper, women entrepreneur are growing but at a low speed but it says it can be enhanced when the women entrepreneur tries to inculcate HR skills and strategies at their work place. It is believed that HR management skills are the key to success for women entrepreneur and women entrepreneur are the true managers. It believed that HR management is both science and art, which helps women entrepreneur to succeed. The role of women entrepreneur as an HR manager is essential for the employees' satisfaction.

Robert Baron (2003):- According to him all the companies whether small or big all require HR skills and management because without it cannot be possible to control the employees. Small business of women entrepreneur plays a vital role in developing the social economy. HR process is totally required for the women entrepreneur small as well as big business.

Research Methodology

Research methodology is a way to systematically solve the research problem it may be understood as a science of studying how research is done scientifically. In this, we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind. It is necessary for the researcher to know not only the research methods or techniques but also the methodology. Researcher not only needs to know how to develop certain indices or test, how to calculate the mean, the mode, the median, or the standard deviations or chi- Square, how to apply particular research techniques, but researcher should also need to know which of these methods or techniques are relevant and which are not, and what would they mean and indicate. Researcher also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain technique and procedure will be applicable to certain problems and other will not.

All this means that it is very much necessary for the researcher to design a methodology for his/her problem as the same may differ from problem to problem. For example :- an architect,, who designs a building , has to consciously evaluate why and on what basis of this he selects particular size, number, and location of doors, windows, and ventilators, uses particular materials and not others and the like. Similarly, in research the scientist has to expose the research decisions to evaluate before they are implemented. He has to specify very clearly and precisely what decisions he selects and why he selects them so, that they can be evaluated by others also.

In other words, we can say that research methodology has many dimensions and research methods do constitute a part of the research methodology. The scope of research methodology is wider than that of research methods. Thus, when we talk of research methodology we not only talk of the research methods but also considers the logic behind those methods we use in the context of our research study and explain why we are using a particular method or technique ad why we are not using others so that research results are capable of being evaluated either by the researcher himself or by others.

Research Method which I will use for my research study is **Qualitative Research Method** which is as follows:-

1- One- to –one Interview

2- Ethnographic Research

3- Survey

Research Design

A research design is the arrangement of conditions for collections and analysis of the data in manner that will combine relevance to the research purpose with economy in procedure. Research design is the conceptual structure within which research is conducted; it constitutes the blue print for the collection, measurement and analysis of the data.

Data Collection

The task of data collection begins after a research problem has been defined and research design/ plan chalked out. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data: Primary data and Secondary data.

1- **PRIMARY DATA:-** Primary data will be collected by surveying Role of Human resource management in women entrepreneurship. Methods which I will use for my research study are as follows:

a- Observation method: - Observation method is the most commonly used method especially in studies relating to behavioral sciences. Observation becomes a statistical tool and the method of data collection for the researcher when it helps to serve the basic objectives. Observation is always planned and recorded and is subjected to check and control on validity and reliability.

I will use this observation method to observe the working of women entrepreneur using HR strategies.

b- Interview method: - Interview method of collecting data involves presentation of data of oral – verbal stimuli and reply in terms of oral verbal responses.

I will use this interview method to collect the detailed information about the women entrepreneurs and their HR skills pursued in their business. I will be collecting information through interview method by two different ways which are as follows:

i. **Personal interview method**: - I will use personal interview method to collect the detailed information by asking certain prescribed questions from the women entrepreneurs about their HR role.

ii. **Telephonic Interview method**: - I will use telephonic interview method for collecting information from women entrepreneur who are not easily available for face to face conversation.

c- **Questionnaires method:-** This method of data collection is quite popular, particularly in case of big enquiries. For collecting the data about the perception of women entrepreneur on HR management at large scale, I will use questionnaire method of data collection.

2 **-SECONDARY DATA:-.** Secondary data means data that are already available i.e. they in refer to the data which have already been collected and analyzed by someone else. When the researcher utilizes secondary data, then he has to look into various sources from where he can obtain them.

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1. **Journals**
2. **Magazines**
3. **Websites**
4. **Research publication**

Sampling

Sampling is the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made. In other words, it is the process of obtaining information about the entire population by examining only a part of it.

SAMPLING UNIT: - Urban areas

SAMPLE SIZE: - 250 units

SOURCE LIST: - women entrepreneur running different business in urban areas.

Instruments of Data Collection

For quantitative data collections, I will use questionnaire methods to collect quantitative data through which I will be analyzing frequency distribution, central value of data standard deviation and correlations between two variables.

Statistical Tools

Selection of tools and technique plays a very vital role in research. The collections of data will be used with some statistical tools like Central tendency, and correlations analysis and frequency distributions.

Charts and Diagrams

In this research work, I will use chart and diagrams for effective representation of data and for better understating of research facts.

Frequency Distributions

Collected data will be distributed in frequency.

Central Tendency Measurement

According to the collection of the data, central values of data will be analyzed by mean in this study.

Standard Deviations

Standard deviations will be used to quantify the amount of variations or dispersion of sets of data values.

Correlation Analysis

In the research work, for comparing two variables of research I will use correlations analysis as a statistical tool.

Hypothesis

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. Ordinarily, when one talks about hypothesis, one simply means a mere assumption or some supposition to be proved or disproved. But for a researcher hypothesis is a formal question that he intends to resolve .Thus, a hypothesis may be defined as a proposition or a set forth as an explanation for the occurrence of some specified group of phenomena either asserted merely as an provisional conjecture to guide some

investigation or accepted as highly probable in the light of established facts. Quite often a research hypothesis is a predictive statement, capable of being tested by scientific methods, that relates an independent variable to some dependent variable.

Hypothesis of my research study are as follows:

H0:-There is no importance of HR management in women entrepreneurship.

H1:- There is an importance of HR management in women entrepreneurship.

H0:- There is no impact of HR management in women entrepreneurship.

H2:- :- There is an impact of HR management in women entrepreneurship